hereby certify that this correspondence is being deposited With the United States Postal Service with sufficient postage class mail in an envelope addressed to: sioner for Patents, Washington, D.C. 20231 on

July 26, 2002 **Date of Deposit** 

James P. Naughton, Reg. No. 30,665 Name of Applicant, Assignee or Registered Representative

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Our Case No. 9333/418

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)
Charles McElfresh et al.	
Serial No.: 09/285,929	) Examiner: Unknown
Filing Date: April 2, 1999	) )    Group Art Unit No.:  2176
For: METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A WEBPAGE	) ) )

## PRELIMINARY AMENDMENT

Commissioner for Patents Washington, D.C. 20231

Dear Sir:

Prior to the examination of the above-identified application, please add the following new claims 36-66:

(New) A method of arranging graphical objects on a page viewable by a user on a computer display, comprising:

storing a plurality of graphical objects;

calculating a value indicative of the rate that a specified event occurs for each graphical object displayed to the user; and